

Abstract

The polarity inversion cycle of a voltage applied to a liquid crystal layer is set to at least 2-frame cycle, or more preferably to as long as about 10 sec. Accordingly, a flicker that could not have been prevented at a polarity inversion cycle of about one frame can be prevented, and a longer inversion cycle can reduce power consumption. A material low in ion reactivity and small in residual polarization is used as a liquid crystal material or an orientation film material, thereby preventing the occurrence of a residual DC component in a liquid crystal layer and the deterioration of display quality despite a longer polarity inversion cycle. In the case of an LCD provided with a minimal transmittance with respect to an applied voltage, black can be accurately displayed by, for example, regulating a common electrode potential so that an applied voltage at which the transmittance of a liquid crystal shows a minimum value during an anodic application period is equal to that during a cathodic application period.